






CBSA: 40140 Riverside-San  
Bernardino-Ontario CA Metropolitan

Place: 0660466 Rialto City, CA

Statistical Area

	2000 Total Population	91,873	3,254,821
	2000 Group Quarters	804	79,385
	2008 Total Population	104,577	4,258,075
	2013 Total Population	114,899	5,014,923
	2008 - 2013 Annual Rate	1.9%	3.33%
	2000 Households	24,659	1,034,812
	2000 Average Household Size	3.69	3.07
	2008 Households	26,783	1,317,963
	2008 Average Household Size	3.88	3.17
	2013 Households	29,202	1,546,934
	2013 Average Household Size	3.91	3.19
	2008 - 2013 Annual Rate	1.74%	3.26%
	2000 Families	20,523	776,713
	2000 Average Family Size	4.01	3.53
	2008 Families	22,259	987,883
	2008 Average Family Size	4.24	3.68
	2013 Families	24,208	1,154,554
	2013 Average Family Size	4.29	3.73
	2008 - 2013 Annual Rate	1.69%	3.17%
	<b>2000 Housing Units</b>	26,045	1,186,043
	Owner Occupied Housing Units	64.8%	58.1%
	Renter Occupied Housing Units	29.9%	29.1%
	Vacant Housing Units	5.3%	12.8%
	<b>2008 Housing Units</b>	28,238	1,491,973
	Owner Occupied Housing Units	65.0%	60.5%
	Renter Occupied Housing Units	29.9%	27.8%
	Vacant Housing Units	5.2%	11.7%
	<b>2013 Housing Units</b>	30,622	1,717,111
	Owner Occupied Housing Units	63.9%	61.0%
	Renter Occupied Housing Units	31.4%	29.1%
	Vacant Housing Units	4.6%	9.9%
	<b>Median Household Income</b>		
	2000	\$41,359	\$42,670
	2008	\$49,543	\$54,340
	2013	\$59,391	\$64,192
	<b>Median Home Value</b>		
	2000	\$113,231	\$129,670
	2008	\$264,718	\$309,539
	2013	\$271,825	\$321,565
	<b>Per Capita Income</b>		
	2000	\$13,375	\$17,726
	2008	\$15,196	\$21,885
	2013	\$17,216	\$25,798
	<b>Median Age</b>		
	2000	26.4	31.6
	2008	26.6	32.6
	2013	27.8	33.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Income**

Household Income Base	24,534	1,035,620
< \$15,000	13.9%	15.3%
\$15,000 - \$24,999	14.0%	13.2%
\$25,000 - \$34,999	13.5%	12.5%
\$35,000 - \$49,999	17.9%	16.5%
\$50,000 - \$74,999	22.1%	20.1%
\$75,000 - \$99,999	10.2%	10.9%
\$100,000 - \$149,999	6.5%	8.0%
\$150,000 - \$199,999	1.4%	1.9%
\$200,000+	0.5%	1.6%
Average Household Income	\$49,338	\$54,501

**2008 Households by Income**

Household Income Base	26,782	1,317,936
< \$15,000	11.5%	11.3%
\$15,000 - \$24,999	9.4%	9.4%
\$25,000 - \$34,999	12.2%	10.8%
\$35,000 - \$49,999	17.5%	14.4%
\$50,000 - \$74,999	22.9%	19.9%
\$75,000 - \$99,999	15.0%	16.9%
\$100,000 - \$149,999	8.9%	10.4%
\$150,000 - \$199,999	1.4%	3.7%
\$200,000+	1.2%	3.1%
Average Household Income	\$58,626	\$69,415

**2013 Households by Income**

Household Income Base	29,204	1,546,907
< \$15,000	10.2%	9.7%
\$15,000 - \$24,999	7.5%	7.7%
\$25,000 - \$34,999	10.1%	9.2%
\$35,000 - \$49,999	13.2%	11.3%
\$50,000 - \$74,999	24.7%	20.8%
\$75,000 - \$99,999	17.8%	16.3%
\$100,000 - \$149,999	12.4%	15.4%
\$150,000 - \$199,999	2.3%	4.2%
\$200,000+	1.7%	5.5%
Average Household Income	\$67,036	\$82,391

**2000 Owner Occupied HUs by Value**

Total	16,732	689,493
<\$50,000	8.2%	9.1%
\$50,000 - 99,999	27.2%	24.2%
\$100,000 - 149,999	49.2%	28.6%
\$150,000 - 199,999	13.5%	18.7%
\$200,000 - \$299,999	1.5%	13.1%
\$300,000 - 499,999	0.2%	4.8%
\$500,000 - 999,999	0.2%	1.2%
\$1,000,000+	0.0%	0.3%
Average Home Value	\$114,917	\$151,651

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	7,730	343,300
With Cash Rent	97.8%	95.4%
No Cash Rent	2.2%	4.6%
Median Rent	\$568	\$571
Average Rent	\$576	\$589

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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### 2000 Population by Age

Total	91,873	3,254,821
0 - 4	9.5%	8.1%
5 - 9	11.3%	9.3%
10 - 14	10.9%	9.0%
15 - 19	9.4%	8.0%
20 - 24	7.0%	6.7%
25 - 34	13.8%	13.7%
35 - 44	15.3%	15.8%
45 - 54	10.8%	11.7%
55 - 64	5.6%	7.1%
65 - 74	3.9%	5.7%
75 - 84	2.0%	3.7%
85+	0.6%	1.1%
18+	62.3%	68.6%

### 2008 Population by Age

Total	104,575	4,258,075
0 - 4	10.1%	8.3%
5 - 9	9.2%	7.7%
10 - 14	9.3%	7.8%
15 - 19	9.9%	8.1%
20 - 24	8.9%	7.4%
25 - 34	14.9%	13.7%
35 - 44	12.6%	13.5%
45 - 54	11.9%	13.2%
55 - 64	7.3%	9.4%
65 - 74	3.5%	5.6%
75 - 84	1.9%	3.7%
85+	0.7%	1.5%
18+	65.3%	71.1%

### 2013 Population by Age

Total	114,896	5,014,923
0 - 4	10.3%	8.4%
5 - 9	9.2%	7.6%
10 - 14	8.1%	7.2%
15 - 19	8.4%	7.3%
20 - 24	9.1%	7.4%
25 - 34	16.1%	14.1%
35 - 44	11.6%	12.4%
45 - 54	11.5%	13.1%
55 - 64	8.9%	10.8%
65 - 74	3.9%	6.2%
75 - 84	2.0%	3.7%
85+	0.8%	1.7%
18+	67.1%	72.3%

### 2000 Population by Sex

Males	48.9%	49.8%
Females	51.1%	50.2%

### 2008 Population by Sex

Males	49.0%	49.7%
Females	51.0%	50.3%

### 2013 Population by Sex

Males	49.1%	49.6%
Females	50.9%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Population by Race/Ethnicity**

Total	91,873	3,254,821
White Alone	39.4%	62.1%
Black Alone	22.3%	7.7%
American Indian Alone	1.1%	1.2%
Asian or Pacific Islander Alone	2.9%	4.5%
Some Other Race Alone	29.2%	19.8%
Two or More Races	5.2%	4.7%
Hispanic Origin	51.2%	37.8%
Diversity Index	89.7	79.2

**2008 Population by Race/Ethnicity**

Total	104,577	4,258,075
White Alone	35.8%	57.5%
Black Alone	19.7%	7.2%
American Indian Alone	1.0%	1.1%
Asian or Pacific Islander Alone	2.9%	5.0%
Some Other Race Alone	34.6%	23.3%
Two or More Races	6.0%	5.9%
Hispanic Origin	59.6%	44.4%
Diversity Index	91.3	82.9

**2013 Population by Race/Ethnicity**

Total	114,899	5,014,923
White Alone	34.2%	55.0%
Black Alone	18.3%	6.9%
American Indian Alone	0.9%	1.0%
Asian or Pacific Islander Alone	2.9%	5.3%
Some Other Race Alone	37.3%	25.3%
Two or More Races	6.4%	6.5%
Hispanic Origin	63.7%	48.4%
Diversity Index	91.9	84.5

**2000 Population 3+ by School Enrollment**

Total	86,669	3,102,834
Enrolled in Nursery/Preschool	1.6%	1.5%
Enrolled in Kindergarten	2.1%	2.0%
Enrolled in Grade 1-8	19.6%	15.7%
Enrolled in Grade 9-12	8.9%	7.3%
Enrolled in College	5.2%	5.4%
Enrolled in Grad/Prof School	0.6%	0.9%
Not Enrolled in School	62.0%	67.1%

**2008 Population 25+ by Educational Attainment**

Total	55,128	2,580,151
Less than 9th Grade	15.2%	10.1%
9th - 12th Grade, No Diploma	17.3%	12.7%
High School Graduate	29.6%	26.9%
Some College, No Degree	21.9%	24.2%
Associate Degree	6.7%	7.7%
Bachelor's Degree	6.7%	12.0%
Graduate/Professional Degree	2.6%	6.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2008 Population 15+ by Marital Status**

Total	74,738	3,240,209
Never Married	34.3%	28.5%
Married	53.1%	56.3%
Widowed	4.5%	5.4%
Divorced	8.1%	9.7%

**2000 Population 16+ by Employment Status**

Total	60,745	2,339,175
In Labor Force	59.8%	59.4%
Civilian Employed	53.4%	54.0%
Civilian Unemployed	6.3%	4.7%
In Armed Forces	0.1%	0.7%
Not in Labor Force	40.2%	40.6%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	86.6%	90.0%
Civilian Unemployed	13.4%	10.0%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	87.2%	90.6%
Civilian Unemployed	12.8%	9.4%

**2000 Females 16+ by Employment Status and Age of Children**

Total	32,310	1,190,009
Own Children < 6 Only	8.0%	7.8%
Employed/in Armed Forces	3.5%	3.9%
Unemployed	0.5%	0.4%
Not in Labor Force	4.0%	3.4%
Own Children < 6 and 6-17 Only	11.9%	9.5%
Employed/in Armed Forces	5.8%	4.4%
Unemployed	0.6%	0.5%
Not in Labor Force	5.6%	4.6%
Own Children 6-17 Only	22.5%	19.6%
Employed/in Armed Forces	14.0%	12.4%
Unemployed	0.9%	0.9%
Not in Labor Force	7.6%	6.3%
No Own Children < 18	57.5%	63.1%
Employed/in Armed Forces	22.8%	26.6%
Unemployed	3.6%	2.7%
Not in Labor Force	31.1%	33.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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**2008 Employed Population 16+ by Industry**

Total	37,662	1,631,649
Agriculture/Mining	0.4%	1.4%
Construction	8.0%	9.6%
Manufacturing	12.9%	9.4%
Wholesale Trade	4.6%	3.5%
Retail Trade	14.2%	12.5%
Transportation/Utilities	8.1%	5.9%
Information	1.7%	1.7%
Finance/Insurance/Real Estate	5.0%	6.2%
Services	39.8%	44.7%
Public Administration	5.3%	5.0%

**2008 Employed Population 16+ by Occupation**

Total	37,660	1,631,649
White Collar	49.0%	55.6%
Management/Business/Financial	8.0%	11.5%
Professional	13.1%	17.8%
Sales	10.4%	12.0%
Administrative Support	17.5%	14.3%
Services	17.8%	18.2%
Blue Collar	33.2%	26.1%
Farming/Forestry/Fishing	0.2%	0.7%
Construction/Extraction	6.9%	7.5%
Installation/Maintenance/Repair	5.0%	4.6%
Production	8.4%	5.8%
Transportation/Material Moving	12.8%	7.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	31,542	1,249,224
Drove Alone - Car, Truck, or Van	72.7%	73.5%
Carpooled - Car, Truck, or Van	20.1%	17.6%
Public Transportation	2.4%	1.7%
Walked	1.3%	2.2%
Other Means	1.1%	1.6%
Worked at Home	2.5%	3.5%

**2000 Workers 16+ by Travel Time to Work**

Total	31,542	1,249,224
Did Not Work at Home	97.5%	96.5%
Less than 5 minutes	1.5%	2.4%
5 to 9 minutes	4.8%	9.4%
10 to 19 minutes	23.9%	27.6%
20 to 24 minutes	14.8%	12.4%
25 to 34 minutes	22.7%	16.2%
35 to 44 minutes	5.1%	5.5%
45 to 59 minutes	7.5%	8.1%
60 to 89 minutes	10.2%	8.7%
90 or more minutes	6.9%	6.1%
Worked at Home	2.5%	3.5%
Average Travel Time to Work (in min)	33.9	31.1

**2000 Households by Vehicles Available**

Total	24,479	1,034,812
None	8.7%	7.5%
1	32.7%	33.5%
2	36.0%	39.0%
3	15.8%	14.1%
4	5.0%	4.1%
5+	1.8%	1.7%
Average Number of Vehicles Available	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Type**

Total	24,659	1,034,812
Family Households	83.2%	75.1%
Married-couple Family	57.6%	56.1%
With Related Children	40.1%	31.8%
Other Family (No Spouse)	25.6%	19.0%
With Related Children	19.5%	13.6%
Nonfamily Households	16.8%	24.9%
Householder Living Alone	13.4%	19.5%
Householder Not Living Alone	3.4%	5.4%
Households with Related Children	59.5%	45.4%
Households with Persons 65+	18.2%	23.5%

**2000 Households by Size**

Total	24,659	1,034,812
1 Person Household	13.4%	19.5%
2 Person Household	19.6%	28.5%
3 Person Household	16.9%	16.1%
4 Person Household	19.3%	16.4%
5 Person Household	14.1%	10.0%
6 Person Household	8.4%	5.0%
7+ Person Household	8.3%	4.5%

**2000 Households by Year Householder Moved In**

Total	24,479	1,034,812
Moved in 1999 to March 2000	22.0%	22.8%
Moved in 1995 to 1998	33.2%	32.7%
Moved in 1990 to 1994	16.9%	17.1%
Moved in 1980 to 1989	16.2%	16.6%
Moved in 1970 to 1979	6.8%	6.8%
Moved in 1969 or Earlier	4.9%	3.9%
Median Year Householder Moved In	1996	1996

**2000 Housing Units by Units in Structure**

Total	25,813	1,186,043
1, Detached	71.0%	65.1%
1, Attached	2.3%	5.8%
2	0.6%	1.5%
3 or 4	6.2%	4.3%
5 to 9	2.4%	3.4%
10 to 19	2.1%	2.5%
20+	8.6%	6.8%
Mobile Home	6.8%	9.8%
Other	0.1%	0.7%

**2000 Housing Units by Year Structure Built**

Total	25,813	1,186,043
1999 to March 2000	0.7%	2.3%
1995 to 1998	4.6%	6.6%
1990 to 1994	10.5%	12.0%
1980 to 1989	35.0%	28.7%
1970 to 1979	20.5%	20.1%
1969 or Earlier	28.6%	30.3%
Median Year Structure Built	1980	1980

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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### Top 3 Tapestry Segments

1.	Industrious Urban Fringe	Industrious Urban Fringe
2.	Urban Villages	Up and Coming Families
3.	Las Casas	Urban Villages



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$49,181,252	\$2,829,050,844
Average Spent	\$1,836.29	\$2,146.53
Spending Potential Index	68	80
Computers & Accessories: Total \$	\$5,503,999	\$306,368,379
Average Spent	\$205.50	\$232.46
Spending Potential Index	86	97
Education: Total \$	\$27,534,231	\$1,653,416,795
Average Spent	\$1,028.05	\$1,254.52
Spending Potential Index	75	91
Entertainment/Recreation: Total \$	\$77,504,738	\$4,595,147,056
Average Spent	\$2,893.80	\$3,486.55
Spending Potential Index	78	94
Food at Home: Total \$	\$104,527,836	\$6,051,877,881
Average Spent	\$3,902.77	\$4,591.84
Spending Potential Index	80	94
Food Away from Home: Total \$	\$71,707,802	\$4,212,666,606
Average Spent	\$2,677.36	\$3,196.35
Spending Potential Index	78	93
Health Care: Total \$	\$78,508,255	\$4,936,611,296
Average Spent	\$2,931.27	\$3,745.64
Spending Potential Index	72	91
HH Furnishings & Equipment: Total \$	\$48,987,636	\$2,790,798,391
Average Spent	\$1,829.06	\$2,117.51
Spending Potential Index	80	92
Investments: Total \$	\$20,118,838	\$1,277,332,254
Average Spent	\$751.18	\$969.17
Spending Potential Index	74	96
Retail Goods: Total \$	\$571,571,455	\$33,200,473,471
Average Spent	\$21,340.83	\$25,190.75
Spending Potential Index	79	93
Shelter: Total \$	\$358,810,434	\$19,978,273,389
Average Spent	\$13,396.95	\$15,158.45
Spending Potential Index	86	98
TV/Video/Sound Equipment: Total \$	\$30,363,312	\$1,773,197,410
Average Spent	\$1,133.68	\$1,345.41
Spending Potential Index	79	94
Travel: Total \$	\$41,561,034	\$2,396,497,404
Average Spent	\$1,551.77	\$1,818.33
Spending Potential Index	82	96
Vehicle Maintenance & Repairs: Total \$	\$22,144,220	\$1,260,661,232
Average Spent	\$826.80	\$956.52
Spending Potential Index	83	96

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.